

(19) World Intellectual Property
Organization
International Bureau



2004

(43) International Publication Date
24 February 2005 (24.02.2005)

PCT

(10) International Publication Number
WO 2005/017863 A1

(51) International Patent Classification⁷: **G09F 19/18**,
13/08, G03B 21/12

(21) International Application Number:
PCT/DK2004/000273

(22) International Filing Date: 22 April 2004 (22.04.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
PA 2003 01172 15 August 2003 (15.08.2003) DK
PA 2003 01520 15 October 2003 (15.10.2003) DK

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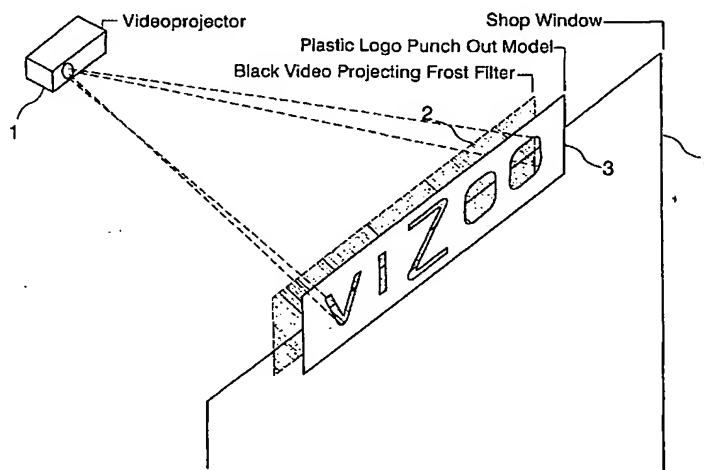
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(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,
ZW.

(84) Designated States (unless otherwise indicated, for every
kind of regional protection available): ARIPO (BW, GH,
GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),
Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), Euro-
pean (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR,

[Continued on next page]

(54) Title: A METHOD AND AN ARRANGEMENT FOR ADVERTISING OR PROMOTING



(57) Abstract: A method of advertising or promoting that comprises the step of projecting a light pattern having one or more illuminated areas onto a visible surface or screen (3), and wherein the light pattern defines a message or announcement area (3). Still and/or motion pictures (5) are projected into said illuminated areas. Further, an advertisement or promotion arrangement is disclosed, which comprises means for projecting (1) a light pattern comprising one or more illuminated areas defining a message or announcement area (3). The arrangement comprises a visible surface or screen (3) onto which said light pattern is projected and means for projecting (1) still or motion pictures (5) into said illuminated areas.

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